CANADIAN MOVING PICTURE

Digest

RAY LEWIS
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

THIRTY-EIGHTH YEAR OF PUBLICATION 1915-53

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

VOL. 45, NO. 11 TORONTO, CANADA MARCH 14, 1953

EDITORIAL SERVICES
DISTRIBUTION BRANCH
NATIONAL FILM BOARD

John J. Fitzgibbons, CBE

This is a tribute to St. Patrick's day, March 17th, 1953, and to our very good Irish friend, John J. Fitzgibbons, CBE, president of Famous Players Canadian Corp.; and a prayer to St. Patrick that he may bless John with a speedy recovery and good health.

PERIODICALS
PLEASE DO NOT REMOVE

WATCH FOR → The Queen Elizabeth Coronation Digest
Special Edition May 30th, 1953

"NAKED SPUR" IS DYNAMITE IN M-G-M's SATURATION CAMPAIGN!

(This wire is typical of Colorado, Wyoming, New Mexico, Nebraska, Texas whirlwind.)

"'Naked Spur' opened to largest number of admissions in the history of any theatre or any attraction in Denver. The campaign is the talk of the city. Holding them out ever since opening day. This is a top hit!"

— Harris and John Wolfberg, Paramount Theatre, Denver

M-G-M presents James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker in "The Naked Spur" with Millard Mitchell; color by Technicolor; written by Sam Rolfe and Harold Jack Bloom; directed by Anthony Mann; produced by William H. Wright

TECHNICOLOR TORNADO!

Bomb-shell campaign echoes across country:

Colorado Legislature honors James Stewart and party with presentation of Gold Nugget Awards! Governor Dan Thornton proclaims "Hollywood in the Rockies Day"! Mayor Quigg Newton of Denver declares citywide "James Stewart Day"! Silver Dollar Award to James Stewart by Denver mayor! Girl Scout honor citations to M-G-M players! "Naked Spur" Mine presented to James Stewart! Denver's top civic, social event! Greatest news coverage ever given motion picture by Denver press! 27 radio and TV shows, parades, civic ceremonies greet "Naked Spur" stars!

AND IT'S THE SAME STORY NATIONWIDE!

"Shows what happens when you've got a picture and get behind it!"

—Hollywood Reporter

MEDIATHÈQUE Guy-L.-Coté 20 JUIL. 2015

Ray Presents

MORE than 200 attended the presentation to Cecil B. DeMille of the Cleveland Critics Circle Award, naming his, Greatest Show on Earth, the best picture of 1952.

The luncheon had as its guests film, radio and TV personalities, and was held at the Statler Hotel. Cecil B. DeMille en-route to New York, stopped over at Cleveland for the ceremony.

The Heart of Gold Award presented annually by the Mount Sinai Men's Club, Hollywood, will be presented to Mervyn LeRoy, on March 24th; at the association's charitable annual dance, in the Biltmore Bowl.

THE around the world, Adolph Zukor tribute, under the sponsorship of Variety International, and in which leading members of our industry are actively participating, officiating on various committees, staged another major event, to celebrate the Golden Anniversary of Adolph Zukor's association with motion pictures, with a dinner at the Waldorf-Astoria, New York, on March 4th.

A. J. Richard, editor of the Paramount News, and the staff, with the assistance of Russell Holman, Eastern Production head of Paramount, presented a 15 minute film of the Adolph Zukor Story, tracing Mr. Zukor's life from the time he came to the U.S., as an immigrant lad, to that period of his life when he became, "Mr. Motion Pictures."

THE film presents scenes from the family life of Mr. Zukor, and film records of his business career, marking certain events of importance.

At the age of eighty, Adolph Zukor still retains an active interest in the industry of which he was a founder, and in which he was an adventurous explorer, and a successful operator, both in production, distribution and exhibition.

It is said, that when Adolph Zukor, in 1888, landed in New York, at the age of sixteen, that he had $40 sewn in the lining of his coat. He must have heard the Times Square Story of "Look at the Birdie."

In 1905, Adolph Zukor, at the age of 33, and in the fur business, had assets representing $200,000, but husbanding this fortune was not the Zukor way, for in 1912, he staked all that he had sweated to earn, to bring to the screen of the U.S., a motion picture, the title of which was, Queen Elizabeth, starring the celebrated French actress Sarah Bernhardt.

IN 1913, Mr. Zukor had $200,000 in negatives of films, waiting for release, and Mrs. Zukor was prepared to sell her jewels to pay the weekly payroll, for negatives in storage, brought no income, and Mr. Zukor did not get his pictures into release for at least six months.

In 1919, at the finish of World War I, Adolph Zukor was at the head of a world-wide successful film enterprise. But with the battle for world screen power raging, a battle of the giants of this industry, who each bought up enough theatres to sink any company, and bought them on a peak-price market, Paramount had acquired hundreds of theatres, it had obligated itself to pay millions of dollars, when the world-depression hit it, as it hit many established financial enterprises, closed banks across the U.S., and sent Paramount into voluntary bankruptcy.

Undaunted, Adolph Zukor, watched various newly-appointed presidents of Paramount come and go, until Barney Balaban came dominantly, and prominently into the Paramount picture, conserving that which was constructive, and eliminating the superfluous and costly waste.

WHEN Adolph Zukor reached into his bankroll to invest in the founding of a Canadian Famous Players subsidiary company, thirty odd years ago, with a group of important Canadian financiers, whom the late N. L. Nathanson had interested in such a venture, he had no idea, that dark and troubled days would come to Paramount in the U.S., and that the Canadian subsidiary company would prove "A friend in need," and a financial blessing.

To-day, at the mellow age of eighty, reaching a Golden Anniversary of fifty years of active participation, in Show Business, ranging from the Penny Arcades, with their Edison Kinescopes, the Peep Shows of the past, to a five million dollar motion picture palace, on Broadway, housing a museum, representative of all of the Arts, Adolph Zukor still believes, that, "Nothing ventured, nothing won."

WITH an open and alert mind, and the vision of a showman, Mr. Zukor welcomed famous artists, in famous plays, and stories, into motion pictures. He welcomed and financed Epic pictures; and he saw in the introduction of sound, a revolutionary invention and addition to the entertainment value of the screen.

Mr. Zukor welcomed color, he saw color as an asset; and he has been vitally aware, as a seasoned showman, of the potentialities of TV, to help us, or to give us the toughest possible theatre competition.

It is with the wise eyes of a showman, undimmed by eighty years, that he is, today, watching the unfoldment of 3-D, but without polaroid glasses, and he believes, as he has always believed, that no magic wand, or illusion will hypnotize the public to such an extent, that theatre patrons will not demand, that perfection of technique, the production values, the Star-names, directors, the story interest to which we have educated our patrons, irrespective of any mechanical innovations which we may introduce.

Basically, as a showman, Mr. Zukor knows, that the motion picture, which will talk most effectively at the box-office, whether the screen presents it as a flat surface picture, or gives it the depth of another dimension, the picture must provide interesting entertainment.

ABOUT a week ago, I saw a preview showing of Tonight We Sing.

We use up so many adjectives, in talking about pictures, that even the most closely-packed vocabulary, finds itself, at times, at a loss for words, with which to give praise adequately and deservedly.

A usual picture never has one wordless, for a few words are sufficient to tell the story of its worth, but a superb picture like, Tonight We Sing, leaves a reviewer searching for words and thoughts with which to sound its delight.

TONIGHT We Sing, produced by George Jessel, and directed by Mitchell Leisen, for 20th Century-Fox, and which has a starring cast, headed by Ezio Pinza, Isaac Stern, Tamara Toumanova, David Wayne, etc., impersonating world-famous celebrities, is a rare treat, and gives you everything which amounts to anything in the world of delightful entertainment.

Tonight We Sing, gives you composers and their music, grand opera, ballet, by the masters; and you have, also, a simple, unpretentious love-story, in the career of an ambitious and creative immigrant, who comes to America to satisfy a frustrated and artistic creative desire, fulfills his desire, becoming a world-famous Impresario.

(Continued on Page 5)

Toronto and District

By BILL PRESS

GREATEST SHOW ON EARTH receives circus front from E. Scandrett, at the Royal, Woodstock.

The Greatest Show on Earth, did it once again in Toronto with a highly successful engagement as "The Show of the Week" for seven units of Famous Players Canadian Corp.

This production, which is one of five pictures nominated for this year's Oscar Award in Hollywood, appeared at the Alhambra, Beach, College, Palace, Parkdale, Oakwood and Runnymede theatres.

Bob Lester closed the Studio Theatre, Toronto, for several days for the installation of new seating, the reopening took place March 5 with the presentation of the German feature, "Tausend Rote Rosen Bluhn."

Manager Len Bishop of Shea's Theatre conducted a free "Foto-Nite" at a recent weekly party in the clubrooms of the Toronto Variety Tent when he took still photographs of participants, courtesy of Len Bishop.

Mrs. H. Goldstein won the chief door prize, a black Cashmere stole. Mrs. S. Torno was the winner of the two boxes of chocolates which she donated to the students of Variety Village. Dancing was enjoyed to a late hour.

The latest in a lengthy series of Canadian premieres at Allen's Hollywood Theatre, Toronto, opened March 5 in the playing of "Brandy for the Parson," a British picture.

Allen's Regent Theatre in Collingwood recently staged a Sunday night performance in aid of the family whose home had been destroyed by fire.

Manager Bill Burke of the Capitol Theatre, Brantford, has been keeping up his series of super-stunts. For Breaking the Sound Barrier, he arranged a flight of RCAF fighters over the city, an Air Force parade to the theatre and an appearance of the Telephone City Trumpet Band in front of the Capitol.

Frank Fisher was elected president of the Canadian Motion Picture Distributors Assoc. and Pete Myers, vice-president.

MINIMUM AGE FOR CHILDREN LOWERED AT MOVIES

The minimum age at which children may attend movies without adults in Ontario will be reduced from 16 to 14 years by a bill introduced in the Ontario Legislature last week.

The new provisions of the Theatres Act make it illegal for a child under 14 years to attend a movie unless accompanied by a person 18 years or over after 6 p.m. on any day. Under 14's will not be permitted to attend movies alone during school terms on any day before 4 p.m. except on school days between 4 and 6 p.m.

The new Theatres Act provides for appointment of a director, assistant director and staff to administer and enforce the act.

TONIGHT WE SING lines them up at the Odeon, Toronto, for record-breaking business for Fox's Technicolor musical.

THE CANADIAN MOVING PICTURE DIGEST
Entered as Second Class Matter
RAY LEWIS
Editor-in-Chief

Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: WAverley 8696
Cable: Raydigest

Established 1915. Publication weekly.
Subscription: $5.00 yearly

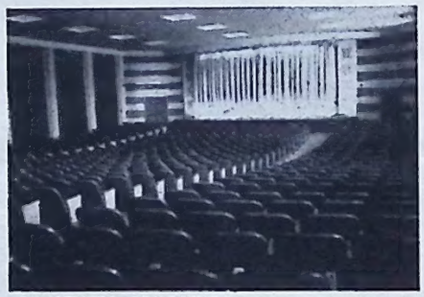
— Correspondents —
BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.
HELEN CROWLEY ..... Saint John, N.B.

Maritime News

HELEN CROWLEY

At the annual meeting of the Maritime Film Board held in Saint John, N.B. on Monday March 2nd the following officers were elected:

President, Mr. G. A. Matthews; Vice-President, Mr. I. J. Davis; Secretary, Mr. L. J. Simon (re-elected).



LE CENTRE EDUCATIE has an up-to-date interior with 800 seats. Theatre is managed by Father Sylvio Theriault at Edmunston, N.B.

Odeon Theatres of Canada Ltd. opened an engagement of Mandy in Moncton with a special screening of this picture on the weekend for the school-teachers of Moncton and vicinity as a special gesture to Education Week. Mr. Babbitt Parlee, the local member of Parliament addressed the gathering.

Mr. Harold Isaacs is no longer associated with General Theatre Supply Co. In his stead Mr. Duncan H. McDonald has been appointed Manager. Mr. McDonald has been stationed at Moncton, New Brunswick for the past six months as General Theatre Supply Company's representative.

Mr. Gerald M. Tipper, employed with the F. G. Spencer Company Limited for the past eighteen years with the exception of a period of war service with the Royal Canadian Air Force has been appointed Manager of the Royal and Capitol theatres in Truro, Nova Scotia. Mr. Tipper had been appointed manager of the Spencer Company operations in Kentville, N.S., following the sudden death of its representative, Mr. George N. Fielding in December 1950.

Ray Presents

(Continued from Page 3)

THOUSANDS of Americans, in looking at, Tonight We Sing, will see themselves in this picture, and will remember how they felt when they first saw the Lady with the Torch, gift of France, The Statue of Liberty.

Not all who see, Tonight We Sing, can feel as I felt, when I heard and saw Ezio Pinza impersonate Feodor Chaliapin, Tamara Toumanova impersonate Pavlova, and Isaac Stern, impersonate, Eugene Ysaye.

WHAT do these names mean to a young movie critic, who has cut his critical eye-teeth on the frame of our screen?

I have heard Chaliapin, that huge man, who must have been several inches taller than Pinza, sing many times. All I have to do is to close my eyes, and I can still hear his mocking voice, and laugh, in the Song of the Flea. I can still see his towering figure in the opera of Boris Goudonof, and I can hear the majestic resonance, and melodious tones of his voice.

Chaliapin, that Russian Bear, that incomparable artist, that droll and delightful earthy man, with a voice that could sound the depths of an ocean.

I KNOW, having seen and heard Chaliapin, that Ezio Pinza has done justice to the fame of his Art, and that the immortal spirit of Chaliapin would be inspired to applaud Pinza, if such a manifestation were possible.

For the first time, in the screen career of Pinza, he has been given an opportunity to be the great Pinza. In, Tonight We Sing, he is properly cast, and Pinza delivers, what we may call, a Metropolitan Opera performance, which even stirs the imagination and emotions of a mass audience.

Then there is Tamara Toumanova, who looks so much like Pavlova, that the likeness is startling.

As I remember Pavlova, I believe she was even thinner than Tamara, but the contour of Tamara's face is the same, as for Pavlova's dancing, who could ever forget her dancing once having seen Pavlova dance!

I CAN see before me, a yellow Empire gown, and a bonnet of the Napoleonic period, in which costume Pavlova was dressed, as she danced, with a male dancer, to the music of The Glow-Worm, a minuet. Who can forget those arms and hands, those dancing feet, that quivering fragment of body, in Swan Lake, a body so ethereal, that it seemed but a flame.

Tamara Toumanova is a wonderful dancer, her technique, her grace, her interpretive powers are superlative, and it was not difficult to imagine her as Pavlova.

NOW I come to Isaac Stern, who impersonated Ysaye, that master of masters and genius of violin.

In my life, I have heard many great violinists; Jan Kubelick, (1880-1940), Czech-Hungarian violinist and composer. I have heard Fritz Kreisler, Efrem Zimbalist, Jascha Heifitz, Mischa Elman, Jan Hambourg, and other great violinists several times, but to me Eugene Ysaye was the greatest of them all.

I can see Ysaye before me, as a middle-aged man, and again as an old man, playing at Massey Hall, not too long before his death, and I remember the power of that bow, the dexterous magic of those fingers, as they plucked the music from those strings, or coordinated with the caressing touch of that bow, to reach for the depths of tone which his Stradivarius possessed.

YSAYE was a musical event for the people, who filled Massey Hall, in Toronto, and who would not permit him to leave that stage until he had played numerous encores.

Isaac Stern is a masterful violinist, a fine musician, who delighted his audience with his playing, and who successfully carried the grand illusion of a Ysaye tradition.

The voice of Jan Peerce is a delightful voice, as we, who have followed him in concerts know. His voice was the voice of Gregory Lawrence, and Roberta Peters was the voice of Elsa Vadine, two artists who Hurok promoted.

In a scene from Madame Butterfly, and again in the scene from the last act of Faust, with Pinza as Mephistofelis, the singing was superb.

NOW, we must come down from Mount Olympus to the average level of a mass-appeal, to, David Wayne as Hurok, to the other characters and players, who make up a story which makes it possible for the presentation of Concertos, grand opera and ballet.

I liked David Wayne as Hurok, the impresario, who came to America as an immigrant, and gave to the American Continent, a contingent of great artists, contributing, in a major degree, to the cultural education of the American people, and providing physical comfort, luxuries and fame, the continuance of their respective Arts, to a notable list of artists, who may have perished, or remained unknown to us, an irreparable loss, which we could never have replaced.

OF COURSE, there is the understanding sweetheart, the helpful and sacrificing wife, who helps Hurok, in his career of making the famous, more famous, and discovering unknown artists, to their and his own advantage.

For a mass-appeal the screen requires a heart-interest story, for an added box-office appeal, it requires the richness of color, and the introduction of comedy, which in Tonight We Sing, is furnished by Hurok's friendly backer, the angel of his shows, Benjamin Golder, played by Oscar Karlweiss.

It is not the fault of the story, that the music, the opera, the ballet in Tonight We Sing, towers so majestically throughout, making the story so unimportant.

THE story may be fiction, it may be biography, it may be colored and developed on a foundation of fact, but

(*Continued on Page 7*)

MONTREAL'S FIRST COMMUNION BREAKFAST. Seated at the head table left to right: Bill Feran, Assoc. Screen News; Frank Henley, M.L.A. Ex. Com. of Montreal, Mr. L'Abbe J. C. Beaudin, T.H.D.; The Most Rev. Lawrence P. Whelan D.D.; Tom Cleary, chairman; The Right Rev. Monseignor Gerald J. McShane S.S., D.D., L.L., D.; J. Arthur Dupont, radio station CJAD; Clarence F. McCaffrey, Q.C. and G. Kiely, branch manager, Warner Bros.

Sid Kramer, Walter Branson, Charles Boasberg, Carl Peppercorn and Frank Mooney at RKO's 25th Anniversary Drive meeting in Toronto.

RKO's 3-D Feature, Half-Finished

RKO Radio Pictures' 25th Anniversary Drive meeting, said to be the most important in the history of the company, was presided over by general sales manager Charles Boasberg and Walter Branson, with Sid Kramer and Frank Mooney, all from the home office, in attendance.

High tribute was paid to Carl Peppercorn, the Canadian general manager and his branch managers Jack Labow, Toronto; Harry Cohen, Montreal; Meyer Nackinson, Winnipeg; Arthur Lee-White, St. Johns, all in Toronto for the occasion.

The imposing list of feature releases during the Drive period (March 6th through June 25th) includes Hans Christian Anderson, Samuel Goldwyn's wonder film starring Danny Kaye and Farley Granger; Angel Face, starring Robert Mitchum and Jean Simmons; Peter Pan, Walt Disney's $4,000,000 Technicolor feature; Never Wave at a Wac, starring Rosalind Russell, Paul Douglas and Marie Wilson; The Hitch-Hiker, starring Edmond O'Brien and Frank Lovejoy, an exciting suspence melodrama directed by Ida Lupino; Count the Hours, starring Teresa Wright and MacDonald Carey.

Sea Devils, Technicolor adventure film starring Yvonne De Carlo and Rock Hudson, directed by Raoul Walsh; Below the Sahara, African adventure thriller in Technicolor; Split Second, starring Alexis Smith, Keith Andes, Stephen McNally, Jan Sterling, directed by Dick Powell; Kiss and Run, starring Jean Simmons and Victor Mature.

The Big Frame, starring Mark Stevens; The Sea Around Us, screen adaptation of the famous Rachel Carson best seller; also in Technicolor, Tarzan and the She Devils; Port Sinister, Sword of Venus, and No Time for Flowers.

In addition to the above new films, the following hits of the past will be put into re-release: Fort Apache, John Ford's adventure drama, starring John Wayne and Henry Fonda; Blood on the Moon, with Robert Mitchum and Robert Preston; Mighty Joe Young, famous thriller. Journey into Fear, with Joseph Cotten, Orson Welles and Dolores Del Rio.

Big news, is the announcement that RKO has a new film in their new three dimensional process now in production and half completed. It is being filmed with the new Norling camera and in Eastman color. The film is reported to be set in New Orleans with the Mardi Gras background an integral part of the production. It will go into release very shortly after completion.

3-D Follies, co-produced by Sol Lesser and Walter Wanger, will also be released by RKO.

Indications are that the box-office gross on Walt Disney's Peter Pan will soar over $7,000,000 in the domestic market alone, with the world gross expected to top $13,000,000.

Referring to Norling process in Eastman color, this is the first time that any company has taken advantage of all the color and 3-D process which in this RKO-Radio picture production will give you all the spectacular beauty of the Mardi Gras and the New Orleans opulent colors.

DON MERSEREAU RESIGNS

Don Mersereau, Associate Publisher and General Manager of *The Film Daily* and General Manager of *Radio Daily,* resigned yesterday. Mr. Mersereau was associated with *Film Daily* for the past thirty years and with *Radio Daily* since its inception. He leaves for Hollywood tomorrow and a vacation in Palm Springs.

MARCIANO-WALCOTT BOUT IN 3-D

The first three-dimensional motion-picture coverage of a sports event will take place at Chicago Stadium on April 10 with the filming of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, it was announced by *William J. Heineman,* vice-president of *United Artists,* which has acquired sole theatrical release rights to the film.

The three-dimensional subject will be the only movie of the fight, which also is scheduled for telecasting.

Top row, left to right—Sid Kramer, Walter Branson, Charles Boasberg, Ted Carey and Frank Mooney. Seated—Meyer Nackinson, Arthur Lee-White, Mabel Bennett, Carl Peppercorn, Jack Labow and Harry Cohen, at RKO's Anniversary Drive meeting in Toronto.

Ray Presents

(*Continued from Page 5*)

Chaliapin, Pavlova, Ysaye, and similar great arists, they are not the result of accidental births, but are in the Divine Plan, born to teach us, and to reveal to us, a Divine Image of Beauty, and how some humans are born with the power to give us a glimpse of the Miracle of Creation.

How shall we measure the stature of man, save through the greatness of his service to his fellowmen, and the greatness of his creative imagination and expression.

MR SPYROS SKOURAS my personal thanks to you, for the rekindling of the fires of my memory, for the joy which, Tonight We Sing, has given me, and which it will give to millions of people all around the world.

I think of you and your brother, Charles, coming to America from Greece, as immigrants, and how great has been the contribution which you have made to America, which accepted you as citizens.

You have given our industry's patrons, symphonic orchestras, with world-famous conductors, you have given the screen world-famous Artists, and whether you and your brother, Charles, as young lads, could appreciate, Homer's Odyssey, written in Greek, or Virgil, is not important, for Greece had given you a sense of beauty, a desire to give the people a taste for the cultural background of Greece, which had theatres, for the presentation of Arts and Letters, thousands of years before our Christian Civilization was born.

AS I THINK of what the Old World has given to the New World, in persons, and in Arts and Letters, in medicine, in science, in many avenues of thought, I can only say to myself, "How lucky are we, the people of the New World, that Uncle Sam opened his doors, for others to come in."

Jan Kubelick was a Czech-Hungarian violinist, and composer. The son of a Czech gardener, who married a Hungarian Countess.

He was the owner of the famous Emperor Stradivarius violin.

Fritz Kreisler, born in 1875, was an Austrian virtuoso and composer.

EUGENE YSAYE was born in Liege, 1858. He was a Belgian violinist and conductor, the pupil of his father and of the Liege, Brussels and Paris Conservatories.

He first appeared in 1879, at Cologne and Aex, and first visited America in 1894.

Ysaye was invited to succeed Seidl, as conductor of the New York Philharmonic, he declined, to continue his tours as conductor and soloist.

In 1918, as guest conductor of the Cincinnati Symphony Orchestra, and May Festival, he made such a great success, he was made permanent conductor of the Cincinnati Symphony Orchestra, succeeding Kunwald, but resigned in 1922. His brother was Theophile Ysaye, the Belgian pianist.

YASCHA HEIFITZ was born ir (Vilna) 1901, and was a Lithuanian violinist. He studied with Leopold Auer, the latter who was a Hungarian, in Imperial Service at Petrograd, and who was professor of the Conservatory, where Elman, Zimbalist and Heifitz were students. Auer came to New York in 1918, and the other great artists, also came to America, and had successful tours.

Mischa Elman was born in 1891, at Talnoe, and was an eminent Russian violinist, who came to New York in 1908.

As for Chaliapin and Pavlova, Russia may proudly call these immortals, her children, as we well know.

Thank you, again, Mr. Spyros Skouras, and our thanks to Darryl Zanuck, and your wise showmanship man-power, which evidently sees eye to eye with you.

Thanks George Jessel, you gave me the surprise of my show-business life, in, Tonight We Sing; and it is so exciting to be surprised.

The newly-elected national and Ontario directors, Canadian Picture Pioneers, with the exception of Ray Lewis, who was absent, are shown. In the front row, from left to right, are Walter Kennedy, Ed Wells, Oscar Hanson, Nat Taylor and Charles Dentelbeck, and in the back row Maurice Doyle, Harold Pfaff, Tom Daley, Frank O'Byrne and Harry Lester.

IN MOOD OF HOLIDAY

The 17th of March I take
In mood of holiday,
Because I like St. Patrick,
And the humor of his way.

He drove the snakes from Ireland
Now Eire is free and clean
Of the crawling glib-tongued reptiles,
Who had made the soil so lean.

The shamrocks raise their head,
In their green there is a sheen.
Which sparkles in the moonlight,
With a green that's ever green.

On the hilltops, in the valley,
Four-leaf clovers quickly grow,
To attract the eyes of lovers,
Who, St. Patrick's sainthood know.

I forget the TV tempest,
And the 3-D hurricane,
When I think of you, St. Patrick
I give Faith a whirl again.

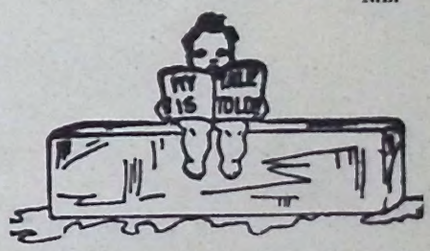
There's MGM and Warner's,
Fox, Columbia, RKO,
Allied, United Artists,
Universal and JARO.

There's Republic, many others,
All excited 'bout 3-D,
They're rounding all their corners,
Leaving flat, their cry, "TV."

On the 17th of March,
We'll put on our brand new shoes.
To see Saint Patrick honored,
On our Screens, and in our News.

With a shamrock in our button-hole,
A green ribbon — here's a fact,
Should you glimpse a leprechaun,
There's good luck in your hat.

R.L.



ALAN LADD IN NEW FILM

Alan Ladd will be in Canada in August to start a new picture for *Universal-International*. This will be Saskatchewan, a quasi-historical adventure story concerning the Sioux Indians and the Northwest Mounted Police.

Gil Doud is writing the script in which *Mr. Ladd* will be the heroic mountie who turns back an invasion of Canada by the Sioux following their victory over General George Custer.

Universal plans to photograph practically all of Saskatchewan on location in Canada and will use *Technicolor* to take advantage of the outdoor scenery. *Aaron Rosenberg* has been handed the producer assignment.

MGM's 3-D Arena — For May

MGM will have 17 pictures for general release during the rest of March, April and May, with "Sombrero" as its Easter attraction, *Charles M. Reagan*, general sales manager, announced last week.

Heading the list of current releases is "The Naked Spur" in Technicolor. Filmed in the Rockies, the picture opened at the Paramount, Denver, with a gala "Hollywood in the Rockies" event. Several stars, including *James Stewart* and *Robert Ryan*, who appear in the outdoor drama, and producer *William H. Wright* and director *Anthony Mann* appeared in Denver for a round of activities in connection with the event. The film is now playing Loew's, Toronto.

For March there will be four pictures with "Battle Circus," leading off the list which includes "Confidentially Connie" and "I Love Melvin," Technicolor musical, and "The Girl Who Had Everything," and "Rogue's March," the general release of "Ivanhoe" and "Jeopardy."

There also will be four attractions in April with "Sombrero," in Technicolor, sparking off the quartet, followed by "Small Town Girl," Technicolor musical, "See How They Run," and "Code Two."

For May there will be five pictures with "Never Let Me Go" as the first, followed by "Cry of the Hunted," "Arena," MGM's first 3-D Metrovision picture, "Fast Company," and "Dream Wife."

BWANA DEVIL

United Artist's 3-D Bwana Devil is nearing the $1,000,000 mark in grosses in the comparatively few engagements it has played. The gross went over the $700,000 figure last week and it is expected that it will exceed $1,000,000 within the next ten days.

S. R. LAMBERT

S. R. (Sam) Lambert was appointed Sales Manager of 16 mm. Division, *J. Arthur Rank Film Distributors (Canada) Limited.*

His appointment was announced by *Mr. Frank Fisher*, General Manager of the above company, this week. *Sam Lambert* joined *JARO* 16 mm. Division in 1946, after being demobilized as Captain, completing six years' service in the Army.

What's new at Century for THEATRE OWNERS?

THE NEW CINERAMA Century PROJECTORS

CENTURY scores again . . . for CENTURY PROJECTORS are the choice when performance demands the best.

CENTURY projection is the choice for CINERAMA—the new "3rd dimensional" motion picture.

Steadier pictures—Cooler apertures—Less film distortion—Better projection.

For theatres or drive-ins; large or small, use CENTURY PROJECTION & SOUND for your own and customer satisfaction.

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Please forward data to: Advertising Department, Dominion Sound Equipments Limited, 4040 St. Catherine St. West, Montreal, Que.

NAME .....

COMPANY .....

ADDRESS .....

CITY .....

ANNUAL COMMUNION BREAKFAST HELD

The first annual Communion-Breakfast of the Motion Picture and Radio Industry in the Montreal Area was held in the Queen's Hotel on Sunday, February 22nd, by a large group of members and their families.

The Mass was held at St. Patrick's Church, and was celebrated by the *Most Reverend Lawrence P. Whelan.*

The guests of honor at the Breakfast were the *Most Reverend Lawrence P. Whelan, D.D.*, auxiliary Bishop of Montreal, *The Right Reverend Monsignor Gerald J. McShane, S.S., D.D., L.L.,D., Mr. L'Abbe J. C. Beaudin, T.H.D., Mr. Frank Hanley, M.L.A.*, and Executive Committee of Montreal *Clarence F. McCaffrey, Q.C., Mr. J. Arthur Dupont* of Radio Station CJAD, *G. Kiely* of *Warner Bros. Pictures. Tom Cleary* was chairman.

Vocal selections by *Mrs. Agnes Boucher*, accompanied at the piano by *Professor Herman David.*

INTERNATIONAL SHOWMANSHIP COMPETITION RULES

It is proposed to have six prizes for Canada plus zone prizes, the prizes being:

1st	$450.00
2nd	225.00
3rd	150.00
4th	75.00
5th	60.00
6th	30.00

with zone prizes of $15 in each territory where your local JARO exchange operates, namely, Saint John, Montreal, Toronto, Winnipeg, Calgary and Vancouver.

HERE ARE THE SIMPLE RULES

1. Managers of all theatres playing "A Queen Is Crowned" between Coronation Day and August 29th, 1953, are eligible to enter the competition.

2. Entries in Canada must be delivered to *J. Arthur Rank Film Distributors (Canada) Ltd.*, 277 Victoria Street, Toronto, marked INTERNATIONAL SHOWMANSHIP COMPETITION.

3. Winning entries in all the local competitions will be sent to the *J. Arthur Rank Organization*, headquarters, 38 South Street, London W 1, England not later than the eighth day of September, 1953, for consideration by the International Judging Panel.

4. Campaign reports must be forwarded in plain, undecorated foolscap folders and include as much evidence as possible (photographs if available and press CUTTINGS — NOT full pages or complete newspapers). The written report must be in no more than 1,000 words.

5. No correspondence can be entered into in connection with this competition.

6. Entries cannot be returned.

7. The decision of the judges, national and international, must be accepted as final by all entrants.

COLOSSUS OF MOTION PICTURES!

The towering spectacle of a sin-swept, power-mad world of adventure!

THE IRON CROWN

—KING OF ALL ADVENTURES!

starring
GINO CERVI • ELISA CEGANI
MASSIMO GIROTTI • PRIMO CARNERA
and A Cast of Thousands

PRODUCED IN ITALY
ALL ENGLISH VERSION

WITH AN EYE TO THE FUTURE
A F L
ALLIANCE FILMS LIMITED

Head Office
21 Dundas Square
TORONTO

Branch Offices
MONTREAL - SAINT JOHN - WINNIPEG - CALGARY - VANCOUVER

VANCOUVER NEWS

By JACK DROY

Perry Wright, manager of Empire-Universal is the father of a baby boy (Gordon Alfred). The birth makes Alf Perry, president of Empire-Universal, the baby's uncle. It's the first child for the Perrys.

Canadian Picture Pioneers, Vancouver Branch, elected for 1953, President William Myers of the Plaza who succeeded Mickey Goldin; Jack Zaitzow of Zaitzow Circuit was named vice-president filling the post formerly held by William Myers; and Steve Rolston of Alliance Films was re-elected secretary-treasurer.

Alterations and renovations costing approximately $17,000 are under way at Odeon Theatres' 450-seat Odeon in Sapperton, after alterations to the Odeon-Olympia in Vancouver which closed the house for seven weeks and cost approximately $25,000. The suburban theatre re-opened under the management of Brent Kelly, formerly of the Fraser here.

Morrie Alteason is the new shipper at International Film Distributors. Former shipper at Warner Bros. Marvin Proudlock is back on film row with Empire-Universal. A booking and buying combine of 9 B.C. theatres including four drive-ins was formed here. Owen Bird of Toffee-Bird circuit and Ben Chechik of Myers Enterprises have been appointed as negotiators for all film contracts, more theatres are expected to join the new set-up.

Ernie Carey, manager of the Strand, Nanaimo, was really upset when the movie star Betty Hutton, passing through the city stopped for 10 minutes right across the street from the theatre. Carey found out — after she had gone.

Myron McLeod, manager of the Patricia, Powell River, was in town and attended the annual dinner of Canadian Picture Pioneers. Mr. and Mrs. Charlie Bennett of the Rex, Regina are on vacation visiting Vancouver-Victoria and Seattle. Mrs. Bennett is the former Gladys Watson, daughter of Jack Watson, Famous Player partner in Regina, Sask.

3-D FOLLIES

Walter Wanger taking time off from his *Allied Artists* contract, has joined *Sol Lesser* as a co-producer of The 3-D Follies. *Mr. Wanger* will take active charge of putting together the feature-length show, which is being made in the *Stereo-Cine* process. Some sequences already are in film, such as Lily St. Cyr's "Carmenesque" number, "Fun in the Sun," a sport interlude, and a marine life subject filmed at Florida's Marine Land.

Ben Kalmenson, vice-pres., Warner Bros. in charge of distribution, presides over two-day meeting, N.Y. — discusses ten productions including two 3-D films, House of Wax and The Burning Arrow. Haskell Masters, Canadian Warners general sales manager, attends meeting.

●

A. Montague, Columbia's general sales manager, was guest of honor at a luncheon given him by his associates to celebrate his 20th anniversary as sales manager.

●

Eric Johnston, president MPAA, appoints five-man committee to study 3-D and wide-screen presentations from every angle and to collect information.

●

Grand Ballroom, Waldorf-Astoria, is scene of a festive event honoring Adolph Zukor, founder of Paramount, and who at 80 is the chairman of the Paramount Board. 1,200 distinguished guests assembled for the dinner which marked Adolph Zukor's fiftieth anniversary in the Motion Picture Industry.

●

March 19th, Pantages Theatre, Hollywood, is date and place for the presentation of the Academy Oscars.

●

Warner Bros.' I Confess, produced in Quebec City, directed by Alfred Hitchcock, becomes sure-fire success all over the U.S.

●

Columbia's Rita Hayworth starring picture, Salome, has a glittering premiere planned for March 24th, Rivoli Theatre, New York.

●

Max A. Schlesinger, president of the South Africa Schlesinger amusement empire, died on Feb. 23rd. Joseph Stark, associated with Schlesinger for 30 years, becomes new president. John Schlesinger, a nephew, is chairman of the board of the Schlesinger Enterprises in South Africa.

●

Ontario's government revises Regulations permitting children at the age of fourteen to attend motion picture theatres unaccompanied by an adult. The previous ruling was 16.

●

MGM arranges with Ed Sullivan, Toast of the Town TV program over CBS, to show scenes from 8 of its pictures.

●

Gillette makes deal for the Marciano-Walcott Chicago April 10th bout on NBC-TV. Reports state Gillette pays $300,000 for a coast to coast pickup, with only Chicago and Milwaukee blacked out.

CAPITAL STORY

By BILL McLAUGHLIN

Stereoscopic and wide-screen movies are expected to get their first showings in Ottawa early this Summer. Famous Players Canadian Corporation has chosen the Regent Theatre and 20th Century the Elgin as sites for the introduction of films viewed through Polaroid spectacles. Odeon Theatres will use its big house on Bank Street for films based on the peripheral vision process. Latter system calls for a wide curved screen and special projectors.

Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Third Week. Niagara (20th-Fox) Technicolor with Marilyn Monroe.

LOEW'S
The Naked Spur (MGM) Technicolor with James Stewart.

UPTOWN
The Clown (MGM) with Red Skelton.

SHEA'S
Second Week. The Jazz Singer (WB) Technicolor with Danny Thomas.

EGLINTON
Second Week. Breaking The Sound Barrier (UA) with Ralph Richardson.

UNIVERSITY
Angel Face (RKO) with Robert Mitchum.

NORTOWN
Stop, You're Killing Me (WB) WarnerColor with Broderick Crawford.

ODEON-CARLTON
Tonight We Sing (20th-Fox) Technicolor with Ezio Pinza.

HYLAND
Fourth Week. The Importance of Being Earnest (JARO) Technicolor with Michael Redgrave.

INTERNATIONAL CINEMA
Home at Seven (IFD) and Royal Heritage (IFD).

TOWNE CINEMA
Home at Seven (IFD) and Royal Heritage (IFD)

DOWNTOWN
Girls In The Night (E-U) and Star of Texas (Mono.)

MONTREAL

CAPITOL
Second Week. April In Paris (WB) Technicolor with Doris Day.

LOEW'S
The I Don't Care Girl (20th-Fox) Technicolor with Mitzi Gaynor.

PALACE
Limelight (UA) with Charles Chaplin.

PRINCESS
Eight Iron Men (Col.) with Bonar Colleano.

ORPHEUM
Babes In Bagdad (UA) Color with Paulette Goddard.

IMPERIAL
Tropic Zone (Para.) Technicolor with Ronald Reagan.

AVENUE
Second Week. Meet Me Tonight (JARO) Technicolor with Valerie Hobson.

KENT
Fifth Week. The Four Poster (Col.) with Rex Harrison.

VANCOUVER

VOGUE
The Importance of Being Earnest (JARO) Technicolor with Michael Redgrave.

CAPITOL
The Bad and the Beautiful (MGM) with Lana Turner.

STRAND
Androcles and The Lion (RKO) with Jean Simmons.

ORPHEUM
Blackbeard the Pirate (RKO) Technicolor with Robert Newton.

CINEMA
The Big Sky (RKO) and Beware, My Lovely (RKO).

STUDIO
Second Week. Top Secret (Col.) with George Cole.

PLAZA
Second Week. The Thief of Venice (20th-Fox). Paradise Without Warning (UA).

WINNIPEG

CAPITOL
The Stooge (Para.) with Dean Martin and Jerry Lewis.

ODEON
The River (UA) Technicolor.

GAIETY
You For Me (MGM) with Peter Lawford.

VALOUR
One Foot In Heaven (WB) with Frederic March.

LYCEUM
The Savage (Para.) Technicolor with Charlton Heston.

GRAND
Battle Zone (Mono.) and Arctic Flight (Mono.).

MET
The Naked Spur (MGM) Technicolor with James Stewart.

GARRICK
Girls In The Night (E-U) with Joyce Holden.

RIALTO
It Turned Out Nice Again (Astral).

CALGARY

CAPITOL
The Stooge (Para.) with Dean Martin and Jerry Lewis.

PALACE
Above and Beyond (MGM) with Robert Taylor.

GRAND
The Redhead from Wyoming (E-U) Technicolor with Maureen O'Hara.

UPTOWN
The Mississippi Gambler (E-U) Technicolor with Tyrone Power.

STRAND
The Jungle (Cardinal) with Rod Cameron.

ST. JOHN

CAPITOL
Tropic Zone (Para.) Technicolor with Ronald Reagan.

PARAMOUNT
Above and Beyond (MGM) with Robert Taylor.

STRAND
The Mississippi Gambler (E-U) Technicolor with Tyrone Power.

Rumors still persist around Parliament Hill that the new chairman of the National Film Board will be President MacKenzie of the University of British Columbia. Doctor MacKenzie was in Ottawa and a guest of the Governor-General at Rideau Hall when the announcement of Arthur Irwin's coming resignation was made.

Current hold-overs are both 20th Century theatre presentations, English-made Breaking the Sound Barrier is in its second big week at the Elgin Theatre. The Four Poster will close after two solid weeks at the Little Elgin. Manager Ernie Warren, who is also supervisor for the 20th Century chain in Ottawa, is laying plans for early openings of the circuit's two drive-in theatres at Britannia and in Ottawa South.

Will McLaughlin (that's me!) movie editor and columnist of the Ottawa Evening Journal, will leave shortly after the Easter Season for New York City. Will spend two weeks scouting for Journal readers on the latest developments in third-dimension and wide screen projection.

LOEW'S OFFICIAL BOOSTS CINEMASCOPE

Twentieth Century-Fox's wide-screen *CinemaScope* process was given a big boost by *Charles C. Moskowitz*, vice-president and treasurer of *Loew's* at the annual meeting of *Loew's* stockholders.

"*CinemaScope* has everything *Cinerama* has and it is cheaper to project and shoot," *Moskowitz* declared. The *Loew's* vice-president and treasurer said that he had seen tests of the process and he had "liked" what he saw. He explained that *Loew's* had been experimenting along the same lines, but rather than duplicate expenses, it was decided to move along with *CinemaScope*.

COLUMBIA HAS OWN 3-D PROCESS

Columbia confirmed that it has its own three-dimensional photographic technique and is using it, rather than *Natural Vision*, on the current filming of The Man Who Lives Twice. According to the studio, the process employs two interlocking cameras that photograph objects directly without the use of mirrors.

WALLIS DOING FILM IN TECHNICOLOR 3-D

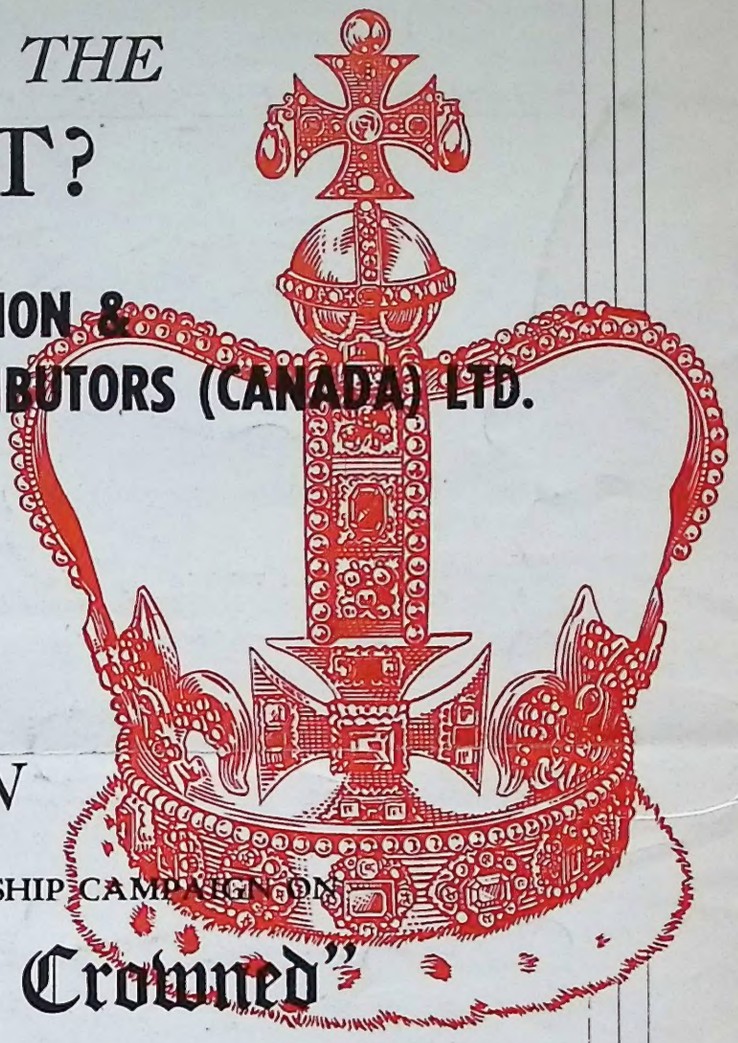
The Dean Martin-Jerry Lewis comedy "Money From Home", which got under way this week at the Paramount studio, will use the Technicolor 3-D process.

Hal Wallis, the producer of the Martin-Lewis comedy, will be the first to use Technicolor's 3-D process. Mr. Wallis declared that the Technicolor system was "far ahead of other 3-D processes." He added that 3-D Technicolor represented an improvement over "the peak standard achieved by that process" in 2-D photography.

STORAGE / VOUTE

ARE CANADA'S SHOWMEN THE

BEST?



J. ARTHUR RANK ORGANIZATION &
J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.

Announces:-

INTERNATIONAL SHOWMANSHIP COMPETITION

FOR THE BEST SHOWMANSHIP CAMPAIGN ON

"A Queen Is Crowned"

THE ONLY FULL LENGTH FEATURE OF THE CORONATION
IN GLORIOUS COLOR BY TECHNICOLOR

$2,500 IN PRIZES

PLUS 2 WEEKS ALL EXPENSE PAID VACATION
IN LONDON, U.K., FOR ANY EXHIBITOR

SHOWING "A Queen Is Crowned" FROM

JUNE 2nd TO AUGUST 29th IS ELIGIBLE

(SEE PAGE 8 FOR THE COMPETITION'S RULES)